



# Export Assistance for the New and Experienced in July

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MADISON – From those with no experience exporting to those who have been in the international marketplace for years, the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) has something for you this July. DATCP is announcing open registration for a Why Export Seminar and the 2012 Midwest Buyers Mission.

The Why Export Seminar titled “Exploring Exports: The World is Waiting” will be held on July 11 in Madison. This free seminar is geared toward agricultural and food companies that are not currently exporting but are interested in exploring their options.

This half-day seminar will include presentations about international opportunities for Wisconsin products as well as state and federal services that are available for beginners. Information will be provided on why your company should consider exporting and the steps you need to take to be export ready.

Representatives from Wisconsin companies that currently export internationally will share their success stories and answer questions. Panel members include representatives from Nutorious, Organic Valley and Trillium Organics.

The more experienced food exporter is encouraged to attend the 2012 Midwest Buyers Mission on July 25 in Madison. Here, Wisconsin food exporters can meet with qualified buyers from South America, Asia, Canada, Central America, Mexico, the Middle East and Europe, without the time and expense of international travel.

International food buyers have expressed interest in the following U.S. products: retail, food service, fresh and healthy, organic, frozen and chilled, specialty and gourmet, private label and other processed foods. During the Buyers Mission, companies will have one-on-one meetings with international buyers to gain feedback on their product in that market, discuss opportunities and initiate future sales.

Participants in the 2011 Midwest Buyers Mission reported actual sales of over \$20 million, projected \$9 million in additional sales and established relationships with 198 new distributorships. The fee to attend the Buyers Mission is \$150.

Wisconsin agricultural exports continue to grow. In the first quarter of 2012, Wisconsin exported \$700 million worth of agricultural products to over 100 countries; an increase of 16% over the first quarter of 2011. Wisconsin ranked 15<sup>th</sup> nationwide for the value of agricultural exports during this period.

Both events are sponsored by the Food Export Association of the Midwest USA. Space is limited. For more information on the educational seminar or Buyers Mission, contact DATCP’s Lisa Stout at 608-224-5126 or [lisa.stout@wi.gov](mailto:lisa.stout@wi.gov). You can also connect with DATCP on Twitter at [twitter.com/widatcp](https://twitter.com/widatcp) or Facebook at [facebook.com/widatcp](https://facebook.com/widatcp).

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